



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Adopt resolution approving the use of Lodi Lake by BoardStock Promotions, Inc.
MEETING DATE: January 21, 2004
PREPARED BY: Parks and Recreation Director

RECOMMENDED ACTION: That City Council adopts a resolution approving the use of Lodi Lake by BoardStock Promotions, Inc. for the first annual BoardStock event to be held on October 2 – 3, 2004.

BACKGROUND INFORMATION: BoardStock Promotions, Inc., headquartered in Redmond, Washington, approached the Parks and Recreation Department in September 2003 regarding having a one of a kind hybrid "X" Games type of exhibition event at Lodi Lake Park on October 2 – 3, 2004.

This event promises to be the best ever featuring the world's best wakeboarders, freestyle MotoX riders, skydivers, and live music all performing within the confines of Lodi Lake.

BoardStock started in Redding, CA at Shasta Lake in 1996, but moved to the City of Stockton in 2000. According to BoardStock President and promoter, Rob Stimmel, the move to Stockton was precipitated by the fact that Redding offered limited organization and the event outgrew the area – too many people and not enough public services to handle it all. The City of Stockton and the Stockton Sports Commission welcomed BoardStock with open arms in 2000 and the event has been held there (on Stockton's deep-water channel) ever since.

Unfortunately for the BoardStock promoters, the Stockton venue will no longer be available in 2004 due to redevelopment. And in its current condition, the event site is dusty, plain looking, offers no appeal for television, and event sponsors and athletes alike are not keen on continuing at this venue. The site has been OK, according to BoardStock people, but Lodi Lake lights their fire.

This event will generate facility rental revenue to the Parks and Recreation Department. In addition, BoardStock has an agreement with a television producer who films all the activities and produces a television show that airs on Fox Sports Net. Just imagine the promotion Lodi will receive when it is showcased on Fox Sports Net as many as 10 times in a year, in 134 different countries. Moreover, an estimated 2,500 – 3,000 attendees and event participants will spend thousands of dollars in Lodi's restaurants, grocery stores, gas stations, and hotels. And, there are other benefits as well.

1. Well over \$25,000 will be spent locally on event promotions.
2. The City of Stockton estimated an economic impact to its community ranging from \$250,000 - \$500,000.
3. As stated, BoardStock delivers a revenue-generating opportunity – very important to the City and the Parks and Recreation Department given today's fiscal climate.

APPROVED:

H. Dixon Flynn, City Manager

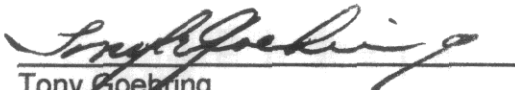
4. A document published by the Lodi City Clerk's office describes Lodi Lake Park as a facility offering opportunities for both "passive and active" recreational pursuits. BoardStock will offer a completely different venue to our man-made Lake – an X-treme sports exhibition.
5. BoardStock will expose the City of Lodi to the rest of the world (virtually) through the television media.
6. The event will be less congestive, if you will, than the Oooh Ahhh Festival.
7. From a noise attenuation perspective, the BoardStock event will be less obtrusive than the annual boat races.
8. By resolution, we are allowed one major event per month at Lodi Lake Park. BoardStock fills the bill for a 3rd large event during the calendar year.

Staff anticipates no more wear and tear on Lodi Lake than that which is incurred during the Oooh Ahhh Festival. Parks and Recreation is intrigued by the proposal and considers it to be a win-win for both the event proponent as well as the community.

At the December 2, 2003, Parks and Recreation Commission meeting, Mr. Stimmel presented the event to the Commissioners and they unanimously approved moving the proposal forward to City Council.

On December 18, 2003, Mr. Stimmel met with representatives from the Lodi Chamber of Commerce, Lodi Conference & Visitors Bureau, Police Department, Fire Department, City of Lodi Risk Management, Public Works-Streets Division, Mayor Hansen, and Parks & Recreation staff to address questions, concerns and challenges related to the proposed event. Everyone who attended the meeting enthusiastically supported bringing BoardStock to Lodi.

FUNDING: No funding is needed. The event will be 100 percent cost recovered.


Tony Boehring
Parks and Recreation Director

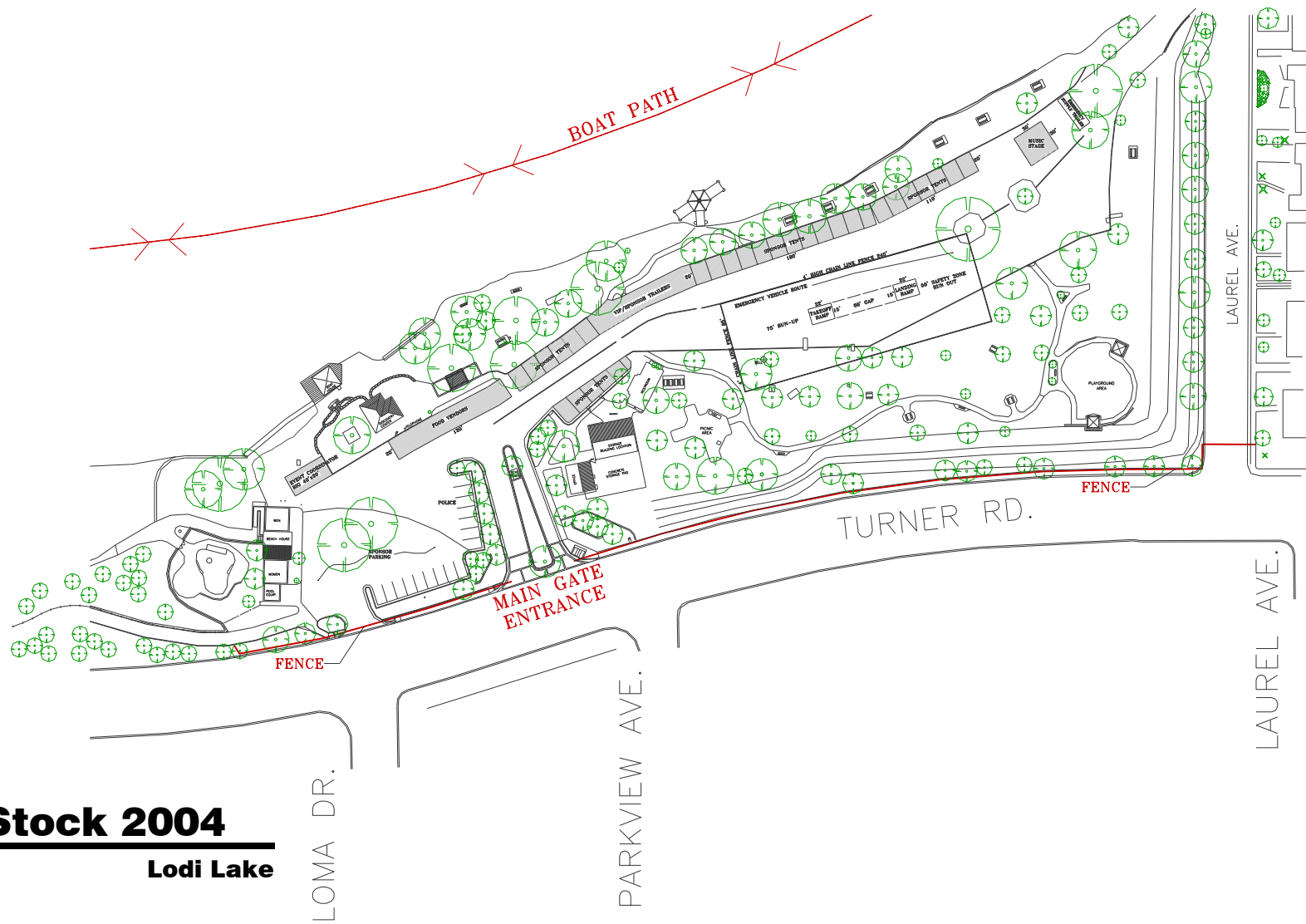
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cc: City Attorney

Board Stock 2004

Lodi Lake





Lodi Lake

RECEIVED

JAN 20 2004

City Clerk
City of Lodi

Lodi City Council

We the Friends of Lodi Lake would be remiss if we did not respond to the proposed Xtreme Sports event planned for Lodi Lake Park. We believe it is important to resist offending activities at the park, activities which violate the environment there by air, water and noise pollution. Xtreme Sports at Lodi Lake would be a three-ring-circus, promoting noise and frenzy. Let them choose a different venue.

It is worth noting that the City promotes itself on its Website by both words and pictures of a serene Lodi Lake. How rare indeed it is for a town to have such a haven for quiet personal interaction with nature. We think it is in everyone's best interest here in Lodi to preserve Lodi Lake Park as a reliable source for quiet communing.

The Friends of Lodi Lake believe that we all have a responsibility to protect and enhance this park from noisy exploitation. Is it not our civic duty to speak up for this pearl before it loses its gem quality?

The City is presumably expecting some revenues from such an event. We believe that it would be a pittance and, in the overall scheme of things, a serious distortion of the values our community places on Lodi Lake Park.

Thank you.

Robert Raingruber, Pres. of Friends of Lodi Lake

A handwritten signature in black ink, reading "Robert Raingruber". The signature is written in a cursive, flowing style with a large initial "R".

Jennifer Perrin

From: Susan Blackston
Sent: Wednesday, January 21, 2004 2:20 PM
To: 'RJR'
Cc: City Council; Dixon Flynn; Steve Schwabauer; Tony Goehring
Subject: RE: BoardStock 2004

Dear Russ Richenberg:

This reply is to confirm that your message was received by the City Clerk's Office and each member of the City Council. In addition, by copy of this e-mail, we have forwarded your message to the following departments for informational purposes:

1) City Manager, 2) Deputy City Attorney, and 3) Parks & Recreation.

Thank you for expressing your views.

/s/ Susan J. Blackston, City Clerk

-----Original Message-----

From: RJR [mailto:rjrrxx1@pacbell.net]
Sent: Wednesday, January 21, 2004 2:16 PM
To: Susan Blackston; Susan Hitchcock; Emily Howard; Keith Land; John Beckman; Larry Hansen
Subject: BoardStock 2004

Dear Mayor and council members,

I am writing you regarding the BoardStock 2004 event being considered at tonight's meeting.

I have attended the event every year since it's been held in Stockton. During that time I have seen it grow into a nationally/internationally recognized water sports event.

I hate to see it leave the city of Stockton and would hate to leave our area all together if it is not approved to be held in Lodi.

Last year I had the opportunity to meet Rob Stimmel. He and his staff went out of their way to provide my teenage son's rock band, then known as Craft Sticks, to perform at BoardStock. It was Rob's way of providing local people the opportunity to participate in a great event!

BoardStock is an extremely well organized and operated event. Lodi would benefit in many ways and should consider itself fortunate to have the opportunity to host this event.

If any of you would like to discuss other aspects of BoardStock, please do not hesitate to contact me by email or call 462-6138.

Sincerely,
 Russ Richenberg

1/21/2004

RESOLUTION NO. 2004-16

A RESOLUTION OF THE LODI CITY COUNCIL
APPROVING THE USE OF LODI LAKE BY
BOARDSTOCK PROMOTIONS, INC.

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NOW, THEREFORE, BE IT RESOLVED that the Lodi City Council does hereby approve the use of Lodi Lake by BoardStock Promotions, Inc. for the first annual BoardStock event to be held October 9 to 10, 2004, excluding the freestyle MotoX riders; and

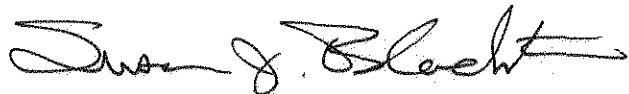
BE IT FURTHER RESOLVED that staff is hereby authorized and directed to negotiate the rental agreement, which shall be brought back to the City Council for final approval prior to the event.

Dated: January 21, 2004

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I hereby certify that Resolution No. 2004-16 was passed and adopted by the Lodi City Council in a regular meeting held January 21, 2004, by the following vote:

AYES: COUNCIL MEMBERS – Beckman, Land, and Mayor Hansen
NOES: COUNCIL MEMBERS – Hitchcock and Howard
ABSENT: COUNCIL MEMBERS – None
ABSTAIN: COUNCIL MEMBERS – None



SUSAN J. BLACKSTON
City Clerk